FILE

MARCH 22,

1965

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fashion calendar

RUTH FINLEY, PUBLISHER

TR 9-2343 / ISSUED WEEKLY / 25th YEAR

8 EAST 77th STREET / NEW YORK, N. Y. 10021

FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK ENDING FRIDAY, MARCH 19, 1965

Thursday March 18 12:00 Noon Luncheon	FASHION SHOW, CLINIC AND LUNCHEON	HIGHLANDER SPORTSWEAR (1407 BROADWAY)	HOTEL ASTOR VERSAILLES ROOM
	Highlander will present their "School for Experts" seminar--preview of early Fall fashions; clinic for the care of suedes and leathers; a prototype of clinic that will be conducted in 40 cities; a color-sound movie; a film-strip; and demonstrations. For buying offices and merchandisers, by invitation. Contact: Bob Fishbein, LW. 4-1510.		
Thursday March 18 12:30 P.M. Luncheon	IMPORTS AND COPIES AT LUNCHEON SHOW	ALEXANDER'S	HOTEL PLAZA TERRACE ROOM
	Alexander's will present a luncheon showing of Spring couture fashions, from Paris and Florence, featuring originals and adaptations. Press by invitation. Public by reservation: $4.75; contact:"Banquet Dept.," PL. 9-3000. Publicity: Rene Hall, OX. 5-4500, Ext. 285. Plaza Fashion Director: Mary Alice Rice, PL. 2-5726.		
Thursday March 18 4:00 P.M. Vernissage Champagne	CUSTOM HATS & COUTURE FOR SPRING-SUMMER '65	MR. JOHN	24 WEST 57TH STREET SALON - 7TH FLOOR
	Mr. John's "Brilliant Toulouse-Lautrec Collection"--custom millinery, haute couture dresses, suits, furs, custom jewels, and accessories. For customers, by invitation only. Publicity: Joseph Mann, PL. 7-1966.		
Thursday March 18 5:45 P.M.	CUSTOMER SHOWINGS OF IMPORTS	OHRBACH'S	5TH FLOOR
	Open to public. March 18--Newark at 12:45 P.M. has been cancelled. March 19--Westbury at 12:45 P.M. Publicity: Mark Klauser, OX. 5-4000.		
Beginning Thursday March 18	FALL-WINTER COUTURE KNITWEAR COLLECTION	FEDER FASHIONS	1410 BROADWAY SHOWROOM - 29TH FLOOR
	Informal daily showings of coats, suits, ensembles, cocktail and evening costumes in knitwear by Tricosa of Paris, imported for Feder Fashions. Publicity: Sue Gardner, 98 Riverside Drive, TR. 7-4952.		
Thursday March 18	TRANSITION FASHIONS & ADVANCE FALL KNITS	GAY GIBSON, INC.	1407 BROADWAY SHOWROOM - 3905
	Continuous daily showings of transition fashions and advance Fall knits. Contact: Ed LeVangie, LO. 5-4211.		
March 19	MACY RELEASE DATE--American designer fashions. (No Press Show)		
Sunday March 21-March 24	FIFTEENTH NATIONAL PRESS WEEK IN DALLAS	TEXAS FASHION CREATORS ASS'N	HOTEL SHERATON DALLAS, TEXAS
	Newspaper fashion editors and syndicate writers will be invited to see Summer showings by members of the Texas Fashion Creators Association at annual press week. By invitation. Contact: Mrs. Velma McKee, 913 Tower Petroleum Building, Dallas, Texas.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK BEGINNING MONDAY, MARCH 22, 1965

March 22 GIMBELS RELEASE--Children's Easter fashions. (No Press Show)

Monday March 22 5:30 P.M. Cocktails	SPANISH FASHIONS BY RAPHAEL HERRERA	BONWIT TELLER	SHERATON-EAST HOTEL TRIANON ROOM

Bonwit Teller will invite the press to meet Raphael Herrera from the Madrid House of Herrera y Ollero. By invitation. (For Release, Tues., March 23.) Publicity: Carolyn Saks, EL. 5-6800.

Beginning Monday March 22	OPENING OF TRANS-SEASON COLLECTION	LOOMTOGS, INC.	1407 BROADWAY SHOWROOM - 35TH FLOOR

Continuous informal showings of young coordinated separates. Contact: Marilyn Mazza, AL. 5-5500.

Tuesday March 23 3:15 P.M. Cocktails	PREMIERE SHOWING: "LA FLAQUE DE PARIS"	CUDDLECOAT (500 SEVENTH AVENUE)	BARBETTA RESTAURANT 321 WEST 46TH STREET

Premiere showing, for the press, of "La Flaque de Paris," a group of French raincoats, designed in Paris, to be manufactured by Cuddlecoat. Show at 3:30 promptly. By invitation. Publicity: Promotion Council of America, JU. 2-5172.

March 24 MACY'S IMPORT SHOW FOR CUSTOMERS IN NEW HAVEN, CONN., at 12:15 P.M.

Wednesday March 24 12:30 P.M. Luncheon	INTERNATIONAL "FUNNY GIRL" POP FASHIONS	FRANKLIN SIMON	BARBETTA RESTAURANT 321 WEST 46TH STREET

Showing of international "Funny Girl" pop fashions, inspired by the Broadway show, available at Franklin Simon. Barbetta Publicity: Ellen Perl, TE. 2-8212. Reservations ($4.50): CI. 6-9171.

March 24 ALEXANDER'S IMPORT SHOW FOR CUSTOMERS IN PARAMUS, N.J., 2:30 and 7:30 P.M.

Wednesday March 24 5:00 P.M. Cocktails	PREVIEW: ELIZABETH ARDEN'S NEW MAKE-UP	ELIZABETH ARDEN; BLOOMINGDALE'S	ST. REGIS HOTEL LIBRARY SUITE

Elizabeth Arden and Bloomingdale's will invite the beauty editors for cocktails to preview a new make-up. By invitation. (For Release, Fri., March 26.) Publicity: Becky Cheney, PL. 3-3410.

Thursday March 25 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW	JOAN LESLIE (530 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM

"The Mood is Motion"--dresses and costumes, designed by Kasper for Joan Leslie, available at Lord & Taylor. Press by invitation. Public by reservation: $4.75; contact:"Banquet Dept.," PL. 9-3000. Fashion Show Coordinator and Commentator: Mary Alice Rice, PL. 2-5726.

Thursday March 25 4:00 P.M. Cocktails	PREVIEW: FALL 1965 KNITWEAR COLLECTION	TANNÉL (1400 BROADWAY)	HAMPSHIRE HOUSE THE COTTAGE

Preview of Fall 1965 collection, introducing the "Plus" factor in knitwear. By invitation. Continuous daily showings thereafter at showroom. Contact: Kaye Gordon, CH. 4-4131.

Friday March 26 9:15 A.M. Breakfast	PREVIEW: FALL '65 COAT COLLECTIONS	AMCO OF NORVELT; O.R.F. JUNIORS	HOLIDAY INN(440 W.57) ROYAL BALLROOM

Preview of Fall 1965 car coats, ski jackets, all purpose coats for misses, and juniors, designed by Christa Lange. Show at 9:45 promptly. For press only. By invitation. Contact: Gilda Rettig, OX. 5-4360.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
March 26	BLOOMINGDALE'S RELEASE--New Elizabeth Arden make-up. (Preview, March 24)		
Sunday March 28-April 1	SHOWING: FALL SHOE FASHIONS	NEW YORK SHOE SHOW	HOTELS NEW YORKER & SHERATON-ATLANTIC
	Showing of shoe fashions, sponsored by Nat'l Assn. of Shoe Chain stores; New England Shoe and Leather Assn.; Nat'l Shoe Mfrs. Assn.; Nat'l Shoe Retailers Assn. Special breakfast, Mon., March 29 at 8:00 A.M., Hotel Statler Hilton. Price: $7.50. Contact: John Gibbons, LO. 3-5585.		
March 29	BLOOMINGDALE'S RELEASE--"Limited Editions" fashions for Spring. (No Show)		
Monday March 29 9:30 A.M. Breakfast	PREVIEW: MADEMOISELLE ARLETTE FASHIONS	BONWIT TELLER	8TH FLOOR
	Sylvie Vartan, the French singer, will be present to meet the press at a preview of Mademoiselle Arlette fashions. By invitation. (For Release, Tues., March 30.) Publicity: Carolyn Saks, EL. 5-6800.		
Beginning Monday March 29	OPENING OF FALL JUNIOR KNITS	JUNIOR ACCENT	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Daily informal showings of Fall junior knits, designed by Frank Adams. Contact: LO. 4-1434.		
Beginning Monday March 29	EARLY FALL KNIT-WEAR COLLECTION	KIMBERLY KNITWEAR, INC.	1410 BROADWAY SHOWROOM - 10TH FLOOR
	Continuous daily showings of early Fall knitwear collection. Contact: Robert Brown, LO. 4-1080.		
Monday March 29-April 3	NEW YORK ANTIQUES FAIR	WESTCHESTER ENTERPRISES	71ST INFANTRY ARMORY PARK AVE.& 34TH ST.
	Forty-fifth semi-annual Antiques Fair, with 135 exhibitors from 14 states, displaying (for sale) American, European, Oriental furnishings and objets d'art of past centuries. Hours: 1:00-11:00 P.M.; Sat. 1:00-6:00 P.M. Admission: $2.00. Contact: PL. 5-9440. Publicity: Mary Osborne, MU. 3-9128.		
Beginning Tuesday March 30	OPENING: FALL COUTURE KNITWEAR	ABBOTT EAST	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Daily informal showings of Fall 1965 couture knitwear, designed by Lewis Clausen. (Note Change Of Date.) By appointment. (Express elevator to 16th floor.) Contact: OX. 5-5730.		
Beginning Tuesday March 30	OPENING OF TRANS-SEASON COLLECTION	ALAMOR DRESS CORP.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Continuous showings of Alamor's "Knit-wit" trans-season collection, designed by Joan Sparks. Contact: LO. 4-4668.		
Wednesday March 31 12:30 P.M. Luncheon	SPRING FUR FASHIONS AT LUNCHEON	SCHIAPARELLI FURS (305 SEVENTH AVENUE)	BARBETTA RESTAURANT 321 WEST 46TH STREET
	"Ideas in Furs for Spring--by Schiaparelli Furs. Barbetta Publicity: Ellen Perl, TE. 2-8212. Reservations ($4.50): CI. 6-9171.		
Wednesday March 31 2:30 P.M.	PRESS PREVIEW OF NEW COLLECTION	ANNE KLEIN FOR MALLORY	1410 BROADWAY SHOWROOM - 17TH FLOOR
	Complete collection of coordinated leathers, suedes and fabrics, designed by Anne Klein for Mallory. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday March 31 4:30 P.M.-6:30 P.M. Cocktails	PRESS PREVIEW: SHOES BY SILVIA OF FIORENTINA	FIORENTINA ITALIANA	ST. REGIS HOTEL LOUIS XVI SUITE
	Silvia of Fiorentina will invite the press to a preview of her Fall shoe collection. By invitation. Publicity: Leslie Cunningham, 44 East 63rd Street, TE. 8-0554.		
April 1	LORD & TAYLOR RELEASE--Givenchy fashions. (No Press Show)		
Thursday April 1 12:30 P.M. Luncheon	SPRING AND SUMMER FASHIONS AT LUNCHEON	LAURENCE GROSS (498 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
	Fashions by Laurence Gross, available at Miss Bergdorf. Press by invitation. Public by reservation: $4.75; contact:"Banquet Dept.," PL. 9-3000. Fashion Show Coordinator and Commentator: Mary Alice Rice, PL. 2-5726.		
April 2	OHRBACH'S RELEASE--Teenage fashions. Show April 3 at 10:15 A.M. (See Below)		
Friday April 2 12:00 Noon Luncheon	FABRICS DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	N.Y. HILTON HOTEL BALLROOM
	"New Fashion Fabrics and Pure Art Movement"--Moderator: William M. Fine, Publisher--"Harper's Bazaar." Guests: Tzaims Luksus, fabric designer; Dorothy Rodgers, writer; Geraldine Stutz, President--Henri Bendel; Fred Wittop, stage designer. Co-chmn.: Ruth Sublette, The Wool Bureau, and Emelie Tolley, Benton & Bowles. Prices: $8.00, members; $10.00, guests. Fall-Winter 1965 fabrics exhibit, 8:30 A.M. to 11:00 A.M.; 2:30 P.M. to 4:00 P.M.; admission $2.00. Contact: CI. 7-3940.		
Saturday April 3 10:15 A.M.	SHOWING OF FASHIONS FOR TEENAGERS	OHRBACH'S	SCHOOL OF FASHION IND. (225 W.24TH ST.)
	"Uniquely You"--Ohrbach's will present teenage fashions at a showing for School Art League of N.Y. City. (For Release, Fri., April 2.) Press invited. Publicity: Mark Klauser, OX. 5-4000.		
Saturday April 3-April 11	NINTH ANNUAL INT'L AUTOMOBILE SHOW	INTERNATIONAL AUTOMOBILE SHOW	NEW YORK COLISEUM COLUMBUS CIRCLE
	Display of more than 450 domestic and imported vehicles, with added special features including "idea" or "dream" cars of the future, as well as cars of the past; the "James Bond Special"; and automotive parts. Prices: Adults, $2.00; Children, $1.00. Publicity: Gene Graf at Transcom, 630 Fifth Avenue, JU. 2-8050.		
April 5	MACY'S RELEASE DATE--Easter fashions for children. (No Press Show)		
Monday April 5 12:30 P.M. Luncheon	SPRING AND SUMMER COTTON FASHION SHOW	GALEY & LORD	HOTEL PLAZA TERRACE ROOM
	Galey & Lord's Spring and Summer cottons by leading designers. Press by invitation. Public by reservation: $4.75; contact:"Banquet Dept.," PL. 9-3000. Publicity for Galey & Lord: Rosemary Sheehan, MU. 5-1280. Fashion Show Director: Mary Alice Rice, PL. 2-5726.		
Monday April 5 12:30 P.M. Luncheon	PRESS PREVIEW OF EVELYN MARSHALL MAKEUP	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE
	Press presentation of Evelyn Marshall makeup for Saks Fifth Avenue. By invitation. (For Release, Wed., April 7.) Publicity: Helen O'Hagan, PL. 3-4000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday April 6 10:00 A.M.	OPENING: ADVANCE FALL COLLECTION Advance Fall coat and suit collection on April 8, 13, 20 at 10:00 A.M. By reservation. Contact: Herbert Gallant, LA. 4-7285.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
April 7	SAKS 5TH AVENUE RELEASE--New Makeup. (Preview, April 5--See Pg. 4)		
Wednesday April 7 2:00 P.M.	JUNIOR COLLECTION FOR ADVANCE FALL Informal daily showings of Mam'selle advance Fall capsule collection, designed by Betty Carol. Contact: Bettye Whiteman, CH. 4-7373.	MAM'SELLE	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday April 8 4:00 P.M. Cocktails	"NEWEST" COLLECTION PHOTOGRAPHED IN SPAIN Preview for the press of Peck & Peck's newest collection, photographed in Spain. By invitation. (For Release, Mon., April 12.) Publicity: Carol Stroll, OR. 9-7800.	PECK & PECK	EL CHICO RESTAURANT 80 GROVE (SHERIDAN SQ.)
Saturday April 10- April 15	SECOND ANNUAL WINTER SPORTS TRADE SHOW About 70 manufacturers and importers will exhibit at the Winter Sports Trade Show (Snow Show). Contact: Doris Taplinger, TR. 4-3030.	SKI COUNCIL OF AMERICA(10 W.33RD ST.)	SHERATON-ATLANTIC B'WAY & 34TH STREET
Sunday April 11- April 15	SIXTH ANNUAL SKI TRADE SHOW Over 150 member firms will present ski apparel, equipment, footwear, and accessories, including more than 1500 different brand-name products. Registration fee: $5.00 (except for pre-registered retailers). Contact: Ralph A. des Rochas, executive director, MO. 1-1533.	SKI INDUSTRIES AMERICA (366 MADISON AVENUE)	TRADE SHOW BLDG. & NEW YORKER (9TH FLOOR)
April 12	PECK & PECK RELEASE-- Newest collection. (Preview, April 8--See Above)		
Cancelled April 13	WHITE STAG'S PREVIEW OF FALL SPORTSWEAR AND SKI FASHIONS, ORIGINALLY SCHEDULED FOR APRIL 13 AT 9:00 A.M. HAS BEEN CANCELLED. Contact: BR.9-1972		
April 14	MACY RELEASE DATE--"Little Boutique Makers." (No Press Show)		
Wednesday April 14 10:30 A.M. Breakfast	INTERNATIONAL SPORTS-WEAR COLLECTION Preview for the press of International sportswear fashions. By invitation. (For Release, Fri., April 16.) Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	3RD FLOOR SPECIALTY CORNER
April 16	GIMBELS RELEASE--International sportswear. (Preview, April 14--See Above)		
April 16	PASSOVER BEGINS AT SUNDOWN (First day, Sat., April 17).		
Monday April 19 9:30 A.M. Breakfast	PRESS PREVIEW: COUNTRY PLACE FASHIONS Preview for the press of Bonwit Teller's collection of Country Place fashions. By invitation. (For Release, Tues., April 20.) Publicity: Carolyn Saks, EL. 5-6800.	BONWIT TELLER	4TH FLOOR
Beginning Monday April 19	ADVANCE FALL COAT & SUIT COLLECTION Advance coat and suit collection for Fall. Contact: LO. 4-3246.	SEYMOUR FOX, INC.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

EASTER SUNDAY ACTIVITIES IN NEW YORK CITY

Sunday April 18 11:00 A.M. Brunch	PRESENTATIONS OF FASHIONS AT BRUNCH	LEADING DESIGNERS	WALDORF-ASTORIA PEACOCK RESTAURANT
	Hats--Cesar Rubio. Fashions--Terry Allen, Baitch & Castaldi, Helena Barbieri designs for Modern Couture, Countess Alexander, Wilson Folmar, Gothe, Pattullo-Jo Copeland, Maurice Rentner, Swiss Fabric and Embroidery Center. Children's dresses--Cinderella. Show at 12:45. Brunch: $8.75 or a la carte; contact: EL. 5-3000, Ext. 318. Fashion Show Director and Commentator: Mia Grau, PL. 5-1127.		
Sunday April 18 12:30 P.M. Luncheon	FASHION SHOW AT EASTER LUNCHEON	LEADING DESIGNERS	WALDORF-ASTORIA EMPIRE ROOM
	Hats--John Frederics. Fashions--Terry Allen, Helena Barbieri designs for Modern Couture, Countess Alexander, Gothe, Janine Kahan, Nat Kaplan, Pattullo-Jo Copeland, Maurice Rentner, Swiss Fabric and Embroidery Center. Children's dresses--Cinderella. Furs--Christie Creations. Show at 1:45. Luncheon:(from $8.75); contact: EL. 5-3000, Ext. 318. Fashion Show Director and Commentator: Mia Grau, PL. 5-1127.		
Sunday April 18 12:45 P.M. Luncheon	FASHION SHOW AT EASTER LUNCHEON	MR. JOHN	HOTEL PLAZA TERRACE ROOM
	Mr. John's "Brilliant Toulouse-Lautrec Collection," for Spring and Summer, including couture hats, dresses, suits, furs, jewels, and accessories. Show at 1:45. Commentator: Mr. John. Reservations: $10.00; contact: "Banquet Dept.," PL. 9-3000. Mr. John Publicity: Joseph Mann, PL. 7-1966. Producer: Mary Alice Rice, PL. 2-5726.		
Sunday April 18 1:15 P.M. Luncheon	FASHIONS AT EASTER BENEFIT LUNCHEON	MR. JOHN	HOTEL PLAZA PERSIAN ROOM
	Mr. John's "Brilliant Toulouse-Lautrec Collection," for Spring and Summer, including couture hats, dresses, suits, furs, jewels, and accessories. Show at 2:30 for benefit of The Easter Seal Society. Commentator: Mr. John. Reservations: $17.50 (including one drink and gratuities; by advance payment only)--contact: SP. 7-1120. Mr. John Publicity: Joseph Mann, PL. 7-1966. Producer: Mary Alice Rice, PL. 2-5726.		
Beginning Monday April 19	CAPSULE COLLECTION FOR ADVANCE FALL	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Daily informal showings of advance Fall capsule collection, designed by Bill Blass. By appointment. Contact: Eleanor Stoner, LA. 4-6968.		
Beginning Monday April 19	CAPSULE COLLECTION FOR ADVANCE FALL	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Daytime, cocktail, and evening fashions at daily informal showings. By appointment. Contact: CH. 4-5693.		
Beginning Monday April 19	ADVANCE FALL COLLECTION	MIGNON	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Continuous daily showings of advance Fall collection, designed by Dorothy Farbo. Contact: Marcella Wolfe, BR. 9-5991.		
Beginning Monday April 19	CAPSULE COLLECTION FOR ADVANCE FALL	ALISON	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
	Capsule collection for advance Fall at continuous daily showings. Contact: WI. 7-0152.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday April 19	ADVANCE FALL: CAPSULE COLLECTION	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Nat Kaplan's advance Fall capsule collection at continuous showings. By appointment. Contact: Miss Fritzi, LO. 5-4115.		
Beginning Monday April 19	CAPSULE COLLECTION FOR ADVANCE FALL	PAUL BLUMENSTEIN	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
	Daily informal showings of capsule collection. Contact: WI. 7-0152.		
Tuesday April 20 10:00 A.M. Breakfast	PRESS PREVIEW: NEW "CORDLESS CORNER" SHOP	ABRAHAM & STRAUS	4TH FLOOR GARDEN RESTAURANT
	Preview for the press of new shop, featuring battery-operated appliances and houseware items, in cooperation with Union Carbide. By invitation. (For Release, Wed., April 21.) Publicity: Diane Wallace, TR.5-7200, Ext.661.		
Tuesday April 20 11:30 A.M.	PREVIEW: ADVANCE FALL COATS AND SUITS	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
	Advance Fall collection of coats, suits, and ensembles. By invitation. Continuous daily thereafter. Contact: LA. 4-3310.		
Tuesday April 20 1:00 P.M.	CAPSULE COLLECTION: ADVANCE FALL	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	Hannah Troy's capsule collection for advance Fall. By appointment. Contact: Lee Lerner, LO. 3-0988.		
Tuesday April 20 2:15 P.M.	ADVANCE FALL: CAPSULE COLLECTION	PAUL PARNES CORP.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Paul Parnes' advance Fall capsule collection, designed by Ferdinand Bosc. By appointment. Contact: CH. 4-4600.		
Tuesday April 20 4:00 P.M.	CAPSULE COLLECTION FOR ADVANCE FALL	MALCOLM STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	Malcolm Starr will present his advance Fall capsule collection, designed by Elinor Simmons and Gabrielle Andree, April 20, 22, 28 at 4:00 P.M. By reservation. Contact: Marion Auley, LA. 4-7690.		
Wednesday April 21 11:30 A.M.	CAPSULE COLLECTION FOR ADVANCE FALL	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Designed by David Kidd for Arthur Jablow. Also April 22, 27, 28 at 11:30. Contact: Virginia Yost, LA. 4-3404. Publicity: Eleanor Lambert, MU.8-1230.		
Wednesday April 21 2:30 P.M.	ADVANCE FALL CAPSULE COLLECTION	LARRY ALDRICH ASSOC.	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	Showing of Advance Fall capsule collection. Also, Tuesday, April 27 at 2:30 P.M. By reservation: Contact: CH. 4-1872.		
Wednesday April 21 4:00 P.M.	ADVANCE FALL: CAPSULE COLLECTION	DONALD BROOKS, INC.	550 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Capsule collection for Advance Fall. By reservation. Contact: WI. 7-8235.		
Thursday April 22 12:30 P.M. Luncheon	SPRING-SUMMER FASHIONS DURING LUNCHEON	PATTULLO-JO COPELAND (498 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
	Showing of Spring-Summer fashions by Pattullo-Jo Copeland, available at Bonwit Teller. Press by invitation. Public by reservation: $4.75; contact: "Banquet Dept.," PL. 9-3000. Fashion Show Coordinator and Commentator: Mary Alice Rice, PL. 2-5726.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday April 22 1:15 P.M.	ADVANCE FALL CAPSULE COLLECTION	GOTHE (DAVID E.GOTTLIEB,INC.)	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Capsule collection for advance Fall. By reservation. Contact: Larry Farragut, LO. 5-2727.		
Thursday April 22 2:30 P.M.	CAPSULE COLLECTION FOR ADVANCE FALL	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
	Showings at 2:30, April 22, 27, 29. By reservation. Contact: PE. 6-6983.		
Beginning Thursday April 22	CAPSULE COLLECTION FOR ADVANCE FALL	ABBOTT EAST	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Daily informal showings of advance capsule collection for Fall, made in America, designed by Lewis Clausen. (Express elevator to 16th floor.) Contact: OX. 5-5730.		
April 26	MACY'S RELEASE DATE--California fashions. (No Press Show)		
Monday April 26 5:00 P.M. Cocktails	"GREAT AMERICAN" KNITS FOR FALL 1965	DU PONT COMPANY TEXTILE FIBERS	HOTEL ASTOR BALLROOM
	Showing of Fall knit fashions in Du Pont fibers. By invitation. Contact: Trade--Joy Diamond, 971-4326; Press--June Haims, 971-4658.		
Wednesday April 28 4:00 P.M. Aperitif	ANNUAL FASHION SHOW: DESIGNS BY STUDENTS	PRATT INSTITUTE (BROOKLYN)	HOTEL ROOSEVELT TERRACE ROOM
	Designs by students at their sixty-fifth annual fashion show. Show at 4:30 P.M. By invitation. Contact: Mrs. Harris, MA. 2-2200, Ext. 384.		
Thursday April 29 12:30 P.M. Luncheon	KNITWEAR AND SWIMWEAR: ANNUAL CONVENTION	NATIONAL KNITTED OUTERWEAR ASS'N	WALDORF-ASTORIA BALLROOM
	"All American Knit and Swimwear Panorama"--showing of fashions with fibers and yarns by: Allied Chemical; American Cyanamid; Joseph Bancroft & Sons; Celanese Corp. of America; Chemstrand; Dow Chemical; Durene Assoc. of America; Du Pont; Eastman Chemical Products; Herdman's Linen Yarns; Herbelein Patent Corp.(Helanca); Hercules Powder Co.; The Wool Bureau. Knitted outerwear buyers and press, by invitation. Tickets: $7.50. Producer and Commentator: Mia Grau, PL. 5-1127. Contact: Edward Brandwein, MU. 3-7520.		
Thursday April 29 2:30 P.M.; 8:30 P.M.	ANNUAL FASHION SHOW: DESIGNS BY STUDENTS	PARSONS SCHOOL OF DESIGN	ESSEX HOUSE(160 C.P.S.) COLONNADES BALLROOM
	Awards will be presented to students at evening show by designer critics: James Galanos, Norman Norell, Donald Brooks, John Moore, Geoffrey Beene, Helen Lee, Jacques Tiffeau, David Kidd, Mona Roset, Don Simonelli, Anthony L. Muto. Prices: $3.00 (afternoon); $6.00 (evening, reserved), available after April 12. Contact: Ted Kritsidimas, PL. 9-2214.		
Friday April 30 9:30 A.M. Breakfast	PRESS PREVIEW OF RIVERA SPORTSWEAR	BLOOMINGDALE'S	3RD FLOOR
	Preview for the press of Italian and French imported sportswear. By invitation. (For Release, Mon., May 3.) Publicity: Louise Langdon, PL. 2-1212.		
Beginning Sunday May 2	FALL OPENINGS IN CALIFORNIA	LOS ANGELES FASHION GUILD	LOS ANGELES CALIFORNIA
	Contact: Barbara L. Trister, 819 Santee St., L.A., MAdison 2-3654.		

OPERA...THEATRE

Thursday March 18 — OPENING: "DO I HEAR A WALTZ?" 46TH STREET THEATRE, 226 WEST 46TH ST.
Richard Rodgers will present a new musical based on the play, "The Time Of The Cuckoo" by Arthur Laurents. Starring Elizabeth Allen, Sergio Franchi, Carol Bruce, with Madeleine Sherwood, Julienne Marie, Stuart Damon, Fleury D'Antonakis, Mack Manning, Christopher Votos, James Dybas. Director: John Dexter. Costumes: Beni Montresor. Publicity: Frank Goodman and Ben Kornzweig, CI. 6-4180.

Monday March 22 — TWENTY-FOURTH WEEK: METROPOLITAN OPERA MET.OPERA HOUSE, B'WAY & 39TH ST.
Mon., March 22: Barber's "Vanessa." Tues., March 23: Verdi's "Ernani." Wed., March 24: Wagner's "Die Walkuere." Thurs., March 25: Puccini's "Tosca." Fri., March 26: Saint-Saens' "Samson et Dalila." Sat. Mat., March 27: Puccini's "Madama Butterfly." Sat. Eve., March 27: Puccini's "Turandot." Sun., March 28: Verdi's "Aida." Publicity: Francis Robinson, PE. 6-1200.

Thursday April 1-May 1 — OPENING: "MAURICE CHEVALIER AT 77" ALVIN THEATRE, 250 WEST 52ND STREET
Alexander Cohen will present Maurice Chevalier in a limited engagement, the sixth presentation of Mr. Cohen's "Nine O'Clock Theatre." Publicity: Bill Doll, JU. 6-8894.

Wednesday April 14 — OPENING: "A SIGN OF AFFECTION" THEATRE TO BE ANNOUNCED
Gayle Stine will present the new Carolyn Green romantic comedy, starring John Payne with Lesley Ann Warren and Nan Martin. Director: Ron Winston. Costumes: Patricia Zipprodt. Publicity: Merle Debuskey & Seymour Krawitz, CI. 7-7507.

Thursday April 15 — OPENING: "THE AMEN CORNER" ETHEL BARRYMORE THEATRE, 243 W.47TH ST.
Mrs. Nat King Cole will present the first play, written twelve years ago, by James Baldwin, about a store-front Evangelist church in Harlem; co-starring Bea Richards and Frank Silvera, featuring Juanita More. Producer and Director: Frank Silvera. Costumes: Vantile Whitfield. Publicity: Dorothy Ross, 247-5560.

Monday April 19 — OPENING: "PLEASURES AND PALACES" LUNT-FONTANNE THEATRE, 205 W.46TH ST.
Starring Alfred Marks, Phyllis Newman, Hy Hazell, John McMartin, with Mervyn Vye, Mort Marshall, Eric Brotherson, Sammy Smith, Woody Ronoff, in a new musical by Frank Loesser and Sam Spewack, about Catherine The Great of Russia, and her lover, Potemkin; the American naval hero, John Paul Jones; and a young Polish Countess. Publicity: Reuben Rabinovitch, 524-0697.

Tuesday May 11 — OPENING: "FLORA THE RED MENACE" ALVIN THEATRE, 250 WEST 52ND STREET
Harold S. Prince will present a new musical comedy based on the novel, "Love Is Just Around The Corner" by Lester Atwell, about the lean year of 1935 in New York City. Starring Liza Minelli with Marie Louise Wilson, Stephanie Hill, Bob Dishy, Robert Kaye. Director: George Abbott. Costumes: Donald Brooks. Publicity: Mary Bryant, LT. 1-2430.

Sunday May 16 — OPENING: "THE ROAR OF THE GREASEPAINT" SHUBERT THEATRE, 225 W.44TH STREET
Starring Anthony Newley, Cyril Ritchard, featuring 12-year old Lori Cesar and Joyce Jillson, with Gilbert Price, Rawley Bates, Cindi Howard, Lori Browne, Kay Cole, Murray Tannanbaum, in a new musical by Anthony Newley and Leslie Bricusse, presented by David Merrick. Director: Anthony Newley. Costumes: Freddy Wittop. Publicity: David Powers, TN. 7-8500.

1966

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